

**Franklin County**  
Quit Line Data Summary  
April 1 - June 30, 2004

	<b>County</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 18</b>	<b>N = 2,932</b>
<b>Percent of Statewide Calls</b>	0.7%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	0.8%	100.0%

  

	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 17</b>	<b>N = 2,604</b>
Female	47.1%	62.4%
Male	52.9%	37.6%
<b>Race/Ethnicity</b>	<b>N = 16</b>	<b>N = 2,203</b>
People of Color	12.5%	12.2%
White	87.5%	87.8%
<b>Age</b>	<b>N = 17</b>	<b>N = 2,425</b>
Less than 18 years old	5.9%	1.8%
18 - 24 years old	0.0%	14.6%
25 - 34 years old	23.5%	22.7%
35 - 44 years old	41.2%	27.4%
45 years and older	29.4%	33.5%
<b>Education</b>	<b>N = 16</b>	<b>N = 2,312</b>
Did not graduate high school	12.5%	20.6%
High school graduate	56.3%	35.9%
Some college/vocational school	25.0%	33.6%
College graduate	6.3%	9.9%
<b>Caller Type</b>	<b>N = 17</b>	<b>N = 2,700</b>
General Information	5.9%	9.5%
Health care provider	0.0%	4.9%
Tobacco user	94.1%	85.6%
<b>Payer Type</b>	<b>N = 14</b>	<b>N = 1,873</b>
Insured	28.6%	31.1%
Uninsured	7.1%	30.3%
Medicaid	64.3%	38.6%
<b>Heard About</b>	<b>N = 17</b>	<b>N = 2,176</b>
Past caller	11.8%	15.2%
Employer/worksites	5.9%	0.9%
Health care provider	35.3%	31.3%
Television	11.8%	11.0%
Outdoor advertisement (billboard/bus/wall)	0.0%	1.8%
Targeted mailing	0.0%	0.3%
Great Start	0.0%	0.1%
Radio	0.0%	1.5%
Newspaper/Magazine	0.0%	0.4%
Brochure/Newsletter	0.0%	6.1%
Family or friend	23.5%	23.9%
Health Department	5.9%	6.3%
School	5.9%	1.3%